

Exhibit 12

From: Mason Rothschild [mase@masonrothschild.com]
on behalf of Mason Rothschild <mase@masonrothschild.com> [mase@masonrothschild.com]
Sent: 12/21/2021 4:27:08 AM
To: Clementina Jackson [clementina.jackson@elleuk.com]
Subject: Re: NFT MegaBirkin article

Hello Clementina,

Apologies — this went to my spam. Can we change the headline to not includes Hermes? Hermes has nothing to do with this project, it is fully parody and we do not want to confuse any consumers.

Best,

MASON ROTHSCHILD

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Sent via [Superhuman](#)

On Thu, Dec 16, 2021 at 3:41 PM, Clementina Jackson <clementina.jackson@elleuk.com> wrote:

Dear Mason

I hope you're well

I'm covering the news of your MegaBirkin drop on [ELLE.COM/UK](https://www.elle.com/uk) and wondered if you had any comments you'd like me to include?

In particular, if you'd like to respond to Hermes' statement for the FT, as below?

'These NFTs infringe upon the intellectual property and trademark rights of Hermès and are an example of fake Hermès products in the metaverse.'

All the best

Clementina

Clementina Jackson

Fashion Writer

ELLE

[ELLE.COM/UK](https://www.elle.com/uk)

ELLE UK | Hearst Magazines | 30 Panton Street | London | SW1Y 4AJ

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THE NOW, THE NEW, THE NEXT

From: Alyssa Kelly [alyssa.kelly255@gmail.com]
on behalf of Alyssa Kelly <alyssa.kelly255@gmail.com> [alyssa.kelly255@gmail.com]
Sent: 12/18/2021 6:41:31 PM
To: Mason Rothschild [mase@masonrothschild.com]
CC: Kenneth Loo [ken@chapter2agency.com]; Clara Jeon [clara@chapter2agency.com]
Subject: Re: Hermès 'MetaBirkins' NFTs Sell for Record Prices — Fashion NFTs Hermès Birkin Bags

Hi Mason,

Thank you for clarifying. The post has been updated again to reflect this.
<https://www.lofficielusa.com/fashion/hermes-metabirkins-nfts-collection>

-Alyssa

On Sat, Dec 18, 2021 at 1:29 PM Mason Rothschild <mase@masonrothschild.com> wrote:
Hello Alyssa,

This is not amended. The headline still reads:

"Hermès 'MetaBirkin' NFTs Sell for Record Prices"

Sub — "Artist Mason Rothschild's new line of exclusive Hermès Birkin bags combine digital entrepreneurship with a more sustainable vision."

This is not an **Hermes Birkin Bag NFT**.

Best,

MASON ROTHSCHILD

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Sent via [Superhuman](#)

On Sat, Dec 18, 2021 at 10:26 AM, Alyssa Kelly <alyssa.kelly255@gmail.com> wrote:
Apologies for the delayed response. We amended the post yesterday. Please see the updated version: <https://www.lofficielusa.com/fashion/hermes-metabirkins-nfts-collection>

On Sat, Dec 18, 2021 at 1:24 PM Kenneth Loo <ken@chapter2agency.com> wrote:
Alyssa:

Resending this email.

We represent artist Mason Rothschild, the artist behind MetaBirkins.

We need this article corrected immediately.

www.lofficielusa.com/fashion/hermes-metabirkins-nfts-collection

Hermes did not create this NFT, this was created by Mason Rothschild.
Please see the attached official press release.

Can this be repaired ASAP?

Ken

+++

Kenneth Loo
CEO / Co-Founder

Chapter 2
New York | Los Angeles | Miami

chapter2agency.com
@chapter2agency

Required Reading:
Forbes
HighSnobiety Podcast
Fashionista